



# PLAYERS GO PLACES

**Low Tar Players.**

Menthol and Regular  
Kings and 100's

Kings: 12 mg "tar," 1.0 mg nicotine—100's: 14 mg "tar,"  
1.1 mg nicotine av. per cigarette, by FTC method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

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Players  
"Menthol Tar"  
National Black Number—1984  
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Wells, Rich, Greene, Inc.